

# MUNI MEMO TO YOU

## EVER DREAM OF GOING TO TAHITI?

Tahiti is a long way from your Muni, 5,000 miles in fact—which is by way of backing into the fact that we're having a golden birthday this year and a representative citizens' committee has been formed to organize a rousing celebration.

This committee is headed by Mrs. Hans Klussmann as general chairman. She is ably assisted by more than 70 ladies and gentlemen who are enthusiastically planning many exciting events for "Muni Golden Week" which by proclamation of Mayor Christopher starts October 14th.

Mrs. Klussmann, San Francisco's beloved "cable car lady" who has been constantly identified with the city's betterment projects, asked the Junior Chamber of Commerce to sponsor a cable car bell-ringing contest. An immediate "We'll do it!" was registered by their president George Reppas who assigned the public relations committee of the Jaycees to take charge. Peter Coakley and Al Semenero (pictured here) happily accepted the assignment to act as co-chairmen of this gala event. In previous years, such a



## GALA CITYWIDE EVENTS PLANNED TO CELEBRATE MUNI'S FIRST 50 YEARS

contest was open only to operators of our cable cars. However, Pete and Al felt that there are a lot of cable car devotees who have fostered an urge to try their hand at ringing that bell. They asked three time bell-ringing Champion Al Ward to challenge any and all citizens who want to enter this contest.

The grand prize? An all expense trip for two to Tahiti!

This contest is open to anyone over 18 who pays an entrance fee of \$1 to the Junior Chamber of Commerce. You will receive a contestant card which entitles you to practice in areas which will be announced at a later date. The Muni's motorized cable car and portable cable car bells will be utilized at various locations throughout the city to enable entrants to practice. Eliminations will be held in semi-finals which are set for Tuesday evening,

Another highlight of Muni Golden Week will feature the cable cars themselves. All operating cars on both Powell Street and California Street lines are expected to be gayly decorated. Many Bay Area firms are vying for the privilege of sponsoring a car during this colorful event. The Decorations Committee will select those applicants whose theme will represent the colorful history of our city, depict a landmark or in some way reflect the Muni's progress during the past 50 years. The quaint little cars will be decorated to resemble a float and it is the cherished desire of the Golden Week Committee "to rival some of the grand festivals that are held in other parts of the United States."



Mayor George Christopher looks over a model cable car as he appointed Mrs. Hans Klussmann general chairman of the Citizens' Committee to celebrate Muni's Golden Anniversary. Stuart N. Greenberg, President of the Public Utilities Commission, is on hand during recent City Hall ceremonies to express PUC happiness at plans for the celebration.

October 16th, at Maritime Plaza, foot of the Hyde Street run.

The final event will be staged in Union Square on Thursday morning, October 18th. There will be three finalists of Muni cable car personnel and three finalists from the general public who will have to beat Al Ward for the title of "International Cable Car Bell-Ringing Champion."

Prizes will be awarded all finalists; however, the grand prize is the Tahiti trip. General Manager Homer Odum of radio station KABL made this magnificent offer of a flying 9 day all-expense beachcomber's holiday to that glamorous spot in the South Pacific for the winner.

You are all invited to join in the fun. Visit or phone the Junior Chamber of Commerce, 333 Pine Street, San Francisco, YU. 1-5660, for further information and entry blanks.

### BELOVED "IRON MONSTER" TO RETURN

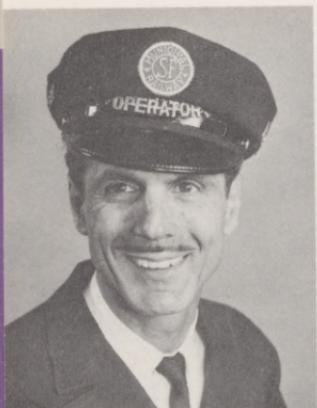
Old Number 1—the very first electric streetcar to be operated at the start of the Muni back in 1912—will be restored for Muni Golden Week. Much to the delight of railroad fans, the historic "iron monster" will take its place on Market Street and will proudly operate for one week starting October 14th from the Bridge Terminal to 11th Street.

Other plans of the Golden Week Committee include an art contest for all San Francisco students, lower grades through high school. A handsomely decorated "Golden Coach" containing rare bits of Muni historiana will be displayed throughout the city during this week.

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## YOUR SAFETY IS THEIR CONCERN

For many years the men pictured below have travelled their respective Muni coach routes with remarkable safety records. All three are recent recipients of the coveted "Muni Man of the Month" award. All have received numerous commendations from many of their passengers citing their courtesy and caution in their conduct of operation. Each has received the National Safety Council's safe driver award several times. The Muni is justifiably proud of these men and their records—and, judging from the hundreds of letters received, their passengers share the Muni's pride.



John P. Tantarelli  
Line #14—Mission



Karl S. Berndtson  
Line #51—Silver Ave.



Willie J. Freeman  
Line #31—Balboa

## HOW TO GET THERE BY YOUR MUNI

Many San Franciscans as well as visitors find the new Muni route map and guide to points of interest an invaluable aid in finding the shortest and fastest route. There are still copies available. Drop a postcard to: Muni Railway, 949 Presidio Avenue, San Francisco 15, and we will be happy to mail you a free copy.

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